



Signature DISHES QUICKSTART SHEET

See last page of this guide for COVID-19 safety suggestions.

DESCRIPTION

The Signature Dishes event is designed to add excitement to your promotion by engaging your customers in a culinary contest. Invite a chef from the local community – or another Sodexo location – to cook her or his signature dish in competition with a local Sodexo chef. Serve the dishes side-by-side in tasting portions, and let the customers vote on their favorite via myDtxt or social media. End the event by crowning a champion and selecting winners of a door prize raffle.

1 TIMING

This event can be held on a single evening during your **Dueling Dishes** promotion, but if interest and participation are high, it can be held multiple times over your promotion period.

2 MENU

The dish or dishes that will be created during this event should be selected by the guest chef in consultation with the local Sodexo chef.

3 TOOLS

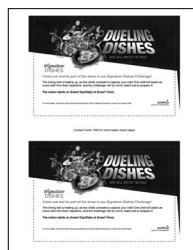
To promote your Signature Dishes competition, use the following materials:



TIME/DATE POSTER



LARGE NAPKIN



SMALL NAPKIN

NEW Small and large napkins are desktop printer friendly (8.5 x 11) this year. Contact Sodexo Print Management (Curtis 1000) to order.

4 ENHANCEMENTS

Host

Ask a Campus Intern or another student volunteer to serve as host for your event. They should be personable and able to comment on the competition, while interviewing members of your audience about what they think of the two dishes.

Timekeeper / Scorekeeper

Ask a student volunteer to keep time and score the votes.

Décor

To help you make your **Dueling Dishes** promotion a huge success, be sure to consult with your media club or IT department to get microphones and speakers. Be sure to also have mobile cooking stations for your chefs and a board on which you can keep score.

Suggested Prizes

Recognition Certificates for Employees or Miniature Trophies

Suggested Door Prizes

- T-Shirts
- Gift Certificates
- Meal Credit

Visit the **Universities Marketing** page on Sodexo Net to access the **Resident Dining Promotions Link** and find **Additional Promotions Marketing Templates** to promote your **Dueling Dishes** event.

5

STEP-BY-STEP

General Instructions

- To host your Signature Dishes event, you'll need the following items:

- Non-latex gloves
- Hairnets, chef's hats, aprons or **Dueling Dishes** T-Shirts
- Volunteer host
- Volunteer timekeeper and scorekeeper
- Standard kitchen and food preparation equipment
- Food supplies in sufficient quantities

Note: *All standard Sodexo safety and preparation guidelines must be followed during the event. The final product made by the participants should only be made available for consumption if the managing chef has closely monitored its preparation and subsequently approves of it being served.*

- Determine the menu item or items for the competition. Allow the guest chef to choose her or his signature dish, but confirm that the dish can be prepared at your location. Dishes should be precooked, and any ingredients that require special preparation for safe consumption should be prepared prior to the event.
- Acquire a microphone and loudspeaker for your event host or your Campus Intern/ student volunteer to use to make special announcements and to keep things lively.
- Limit the contest time to avoid the risk of losing audience interest.
- Acquire door prize raffle tickets and distribute them.
- Determine how much space in your dining location your event will require. Make sure the area that you choose does not interfere with your serving line or other high traffic areas in your dining area.

Activity Details

- The objective of the Signature Dishes event is to create delicious cuisine for members of the audience to sample, then vote to determine the winning dish.
- Participating chefs should be on hand to generate excitement for their entry.

Process

1. The host will begin by introducing the contest: rules, time limit and voting procedure.
2. The host will introduce the chefs by name and affiliation. The chefs will then introduce their dish by describing its ingredients, preparation, etc.
3. The chefs will distribute their dish in tasting portions. The host will provide commentary and conversation while the diners sample the dishes and vote.
4. When time is elapsed, the scorekeeper will provide the outcome of the vote to the host, who will announce the winner.
5. Based upon the final vote, award prizes to the winning chef. Draw for the door prizes and thank everyone for participating.



Signature
DISHES

**DUELING
DISHES**
WHO WILL MASTER THE MEAL?

COVID-19 SPECIFICATIONS

Should your university be running Dueling Dishes/setting up Signature Dishes during the time of social distancing, please consider these adjustments to the activities. The safety recommendations in this guide are general suggestions. You need to follow all campus policies and state and local regulations to ensure the safety of customers and staff.

GENERAL:

- Only host your event in a space large enough to comply with social distancing guidelines (at least six feet apart)
- Limit audience in the dining hall – consider a livestream
- Consider only local chefs – no outside guests

PROCESS:

- Do not interview audience/judges to avoid close contact
- Hold a virtual raffle

PRIZES & GIVEAWAYS:

- Provide prizes for students to pick up on a nearby table, rather than having staff members or Interns stationed at each game to hand out prizes
- Consider prizes you might be able to provide virtually (e.g. loading extra meal credit onto students' accounts)